

Scrutiny Inquiry Panel - Reducing Gambling-Related Harms in Southampton

ADDITIONAL INFORMATION AND PRESENTATIONS

Thursday, 16th January, 2025
at 5.30 pm

ADDITIONAL INFORMATION RELATED TO THE LISTED
REPORTS

ADDITIONAL INFORMATION AND PRESENTATIONS

PRIMARY PREVENTION

PRIMARY PREVENTION

Report of the Scrutiny Manager informing the Panel that, in accordance with the inquiry plan, the focus of the third meeting of the inquiry will be on the importance of primary intervention, taking action to prevent the onset of at-risk gambling behaviour, either through whole population measures or those targeting vulnerable groups.

1. Steve Watts, Chief Executive, GamFam: Education
2. Ellie Caddick, Senior Communications and Engagement Manager – Public Service Reform, Place and Environment, Greater Manchester Combined Authority: Awareness Campaigns
3. Marlene D’Aguilar, Health in All Policies Strategic Lead, Public Health, Haringey Council: Utilising Regulatory Tools
4. Phil Bates, Licensing Manager and Ian McGuinness, Senior Licensing Officer, Southampton City Council: Licensed Gambling in the City
5. Bryan Dimmick – A lived experience perspective



Welcome and Introduction



1

Today's Objective

- To give an overview of GamFam support and services
- To answer any questions, you may have about GamFam



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Is language important?

'Problem
Gambler'

**Gambling
Harms
Harmed by
Gambling**

Gambling
Disorder

GamFam

At GamFam we see this as an individual choice but for consistency we try to use the term gambling harms, gambling related harms or harmed by gambling

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Our Mission

To offer **hope** to anyone affected by gambling harms and the opportunity to share their experiences in a **safe space, without fear of judgement** with others who have **genuine empathy and understanding**

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Gaming and Gambling Harms Information & Awareness Sessions

At GamFam we deliver CPD accredited Information and Awareness sessions to help understand gaming and gambling related harms and the impact on health and wellbeing.

We can also visit schools, colleges, universities and workplaces to deliver our sessions for free.



Session Overview:

- What is gambling and where can gambling harms start
- The links between gaming and gambling
- How gambling has changed
- Practical advice, resources and advice
- Next steps

Online sessions run Monday lunchtimes

From 1:00pm - 2:30pm
online on Zoom

FREE TO REGISTER



<https://shorturl.at/bkpsH>



Find more information at www.gamfam.org.uk



CHARITY COMMISSION FOR ENGLAND AND WALES

Contact us at info@gamfam.org.uk

Objectives

- To **change your perception** about gambling harms
- To feel more confident offering **support** to anyone affected by gambling harms (directly or indirectly)
- To be able to **signpost** individuals and families to specialised support and services


FREE
TO
REGISTER




<https://shorturl.at/bkpsH>

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Information & Awareness



- We deliver CPD accredited I&A sessions in Norfolk, Suffolk & Essex to schools, colleges, professionals and other support services
- We have recently launched our KS2 programme
- Our grassroots football programme is launching in February
- At the end of each session, we ask the following:
 - On a scale of 1-10 (10 being the highest) what is your understanding of gambling harms BEFORE the presentation
 - On a scale of 1-10 (10 being the highest) what is your understanding of gambling harms AFTER the presentation
 - We also collect additional qualitative data – *any other comments*
- We collect more detailed feedback from our online workshops completed by adults/professionals

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Information & Awareness



- For our I&A sessions in Norfolk, Suffolk & Essex the before and after scores went from 5.4 to 9.1 (this is based on 20+ sessions)
- We have only delivered one KS2 session so far and the scores went from 4.7 to 9.6 (we have three more sessions planned before re-design and accreditation)
- Once we have delivered further KS2 sessions and launched our grassroots football programme will aim to produce an Impact Report similar to the report for our Peer Support service
- **Our I&A sessions also provide variety to our team to help reduce the risk of 'burn out' in their respective Peer Support roles**

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Some Feedback Norfolk, Suffolk & Essex

- *"Thank you to Karen for sharing her story, it was appreciated that she was so open - as she said we all talk about alcohol/drug addiction so why should this be any different."*
- *"A very important session to learn the background on gambling for anyone who wants to learn (family, professionals etc) but also great for learning areas for signposting."*
- *"An excellent session. Perfect to be adapted for schools/parent evening session etc. Useful for my role as an AA & in life generally. I feel even stronger about objecting to ads etc for gambling."*
- *"Found that because the trainer had lived experience it was more real . Thought she was very brave to tell her family story."*
- *"I found the gaming and gambling slides really interesting and shocking."*
- *"Session was perfectly delivered by an excellent speaker. I'd welcome the opportunity to have some slides to refer too for the future."*

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Some Feedback KS2

- "I found the presentation interesting and learnt a lot."
- "I found it very good because now I know that gaming can lead to gambling which shows V-Bucks and Roblox are a scam."
- "I really enjoyed the presentation because I have learned a lot, like it can be really harmful if you aren't careful."
- "I liked finding out about the harms it can have on you even on the small things you start with."
- "Amazing and will now help so I can think before I buy."
- "I think this is really good to help people realise how bad gambling is. But since GamFam came in I understand it way more."
- "I now realise how badly gambling can affect people's wellbeing."
- "Very good presentation, very clear and helped my understanding for addiction."

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The GamFam Recovery And Support Programme

A structured 5-stage Peer Support programme



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Emotional and Physical Needs

The Suffolk Mind Mental Health Toolkit allows us to have structured and meaningful discussions about well-being and mental health



- Taken from The Suffolk Minds *The Mental Health Toolkit* model which is based on the *Human Givens Institute Emotional Needs Audit*
- To be emotionally healthy we need to have our emotional needs met in a balanced way just as we do our physical health
- **Physical Needs** – sleep, food & drink, movement
- **Emotional Needs** – security, control, attention, emotional connection, community, status, privacy, achievement, meaning & purpose



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How can gambling affect us?



Financial – Legacy harms
Security, Control



Health – stress, anxiety, depression
Movement, Sleep, Food & Drink, Privacy



Development – employment, studies
Meaning & Purpose, Status, Achievement



Relationships – breakdown, violence
Attention, Community, Emotional Connection

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Our Peer Support Programmes

MONDAY		
Facilitated by:	Time:	For:
Dean/Will	7:30pm	Recovery Group
Karen	7:30pm	Parents
Andy S	7:45pm	Parents & Partners
Beth	8:00pm	Siblings, Sons & Daughters
Danielle	8:00pm	Partners
TUESDAY		
Tracey	12:30pm	Womens Recovery Group
Steve	7:00pm	Parents
Phyllis	7:00pm	Parents
Alice	8:00pm	Partners
WEDNESDAY		
Esme	2:00pm	Parents
Esme	7:00pm	Parents
Kay & Steve	7:30pm	Parents & Partners
Danielle	7:45pm	Partners
Dean/Bryn	7:30pm	Recovery Group
THURSDAY		
Ian	7:00pm	Parents
Kay	7:30pm	Partners
Laura	7:30pm	Partners
Jen	7:30pm	Parents
FRIDAY		
Laura	10:30am	Partners
Andy G	12:30pm	Recovery Group
SATURDAY		
Will	8:30am	Recovery Group

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Other Support ...

GamFam CARE & CONNECT SESSIONS

Our Care and Connect sessions offer support to any Affected Others who might need some extra time in sharing their thoughts and feelings to somebody who has Lived Experience of gambling harms.

1-2-1 slots will be available with Esme between 9am - 12pm on Wednesdays, to offer a safe space for you to talk, in a supportive and non-judgemental environment. If you feel you need that little bit of extra support; maybe you are waiting for a referral for counselling or just want to talk to someone outside of your group, then these sessions may be suitable for you.

Our 1-2-1 Lived Experience sessions are there for additional support only and not intended to replace any counselling sessions that you may have with other professionals.

MONTHLY COFFEE MORNING DROP-IN
ZOOM CALL WITH LAURA

THURSDAY 5TH DECEMBER
10:00AM - 11:00AM

Drop in for a relaxed chat, ask any questions, meet new members and connect with others.

Zoom link/log-in details will be posted into the GamFam WhatsApp groups

MONTHLY JOINT TOPIC DISCUSSION MEETING

19 Dec 2024
7:30 - 9:00pm

TOPIC: Focus on ADHD

Zoom link/log-in details will be posted into the GamFam WhatsApp groups

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GRA5P



Meeting Structure

- All meetings are hosted by a trained GamFam facilitator and are currently online via Zoom
 - Check In
 - *How was your week?*
 - GRA5P Focus
 - Check Out
- Regular joint meetings
- We plan to hold regionalised face to face get togethers



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The Power of Peer Support



- We work in partnership with the NHS SGS
- We work with all 15 of the NHS Gambling Clinics and deliver Peer Support on behalf of the 6 NGS clinics and from February the London Clinic
- We currently run 21 various Peer Support groups
- Additional drop-in sessions and further one to one support is available
- We have now held **2000+ online** Peer Support meetings
- **200+** people get regular support with us (700+ have reached out for support)

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The Power of Peer Support



- We carry out a **quarterly survey of our active members** through the **Think Mind Emotional Needs Audit**
- We complete **3 monthly check-ins** for all non-active members
- We hold regular **joint meetings**
- We contact all enquiries within 24 hours (usually a lot less) and provide access to a group within a week – **we do not have a waiting list**
- We produce a monthly **newsletter**
- We have developed and deliver CPD accredited facilitator training, and all our **facilitators have previously accessed support with GamFam**

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How GamFam Measures Impact?



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Emotional Needs Audit



- GamFam work in partnership with Suffolk Mind to help us have a better understanding how GamFam is supporting its members to **meet their emotional and physical needs**
- The Suffolk Mind Mental Health Toolkit is an **important part** of our GRA5P programmes
- It is the Suffolk Mind well-being programme which aims to give us an understanding of what it means to be **emotionally and physically healthy**
- [Suffolk Mind Emotional Needs & Resources Introduction \(vimeo.com\)](https://vimeo.com/123456789)



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How we use the ENA Model



- There are two separate evaluations. One for affected others and one for those directly in recovery
- We collect feedback on a quarterly basis to help us support our members improve their wellbeing
- Each survey takes around 5 to 10 minutes and helps us monitor the impact of GamFam services; how we can continue to develop and improve the service we provide and to give ongoing feedback to our members
- We collect information anonymously via a client ID number



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What is the data telling us ...



ALL

- 92% of respondents would recommend GamFam to a friend, colleague or family member (an NPS score of 92, based on 251 survey responses)
- The more beneficiaries attend GamFam support sessions, the better they are meeting their emotional needs
- Those who have attended GamFam sessions for more than a year are meeting their emotional needs 30% better than those who have attended for less than a month
- Those who have attended 20-50 GamFam sessions are meeting their emotional needs 29% better than those who have attended 3-5 sessions



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What is the data telling us ...



AFFECTED OTHERS:

- 97% of affected others feel better able to cope with the impact gambling has on themselves and their loved one, as a result of GamFam
- 91% of affected others feel better able to prioritise their own needs as a result of attending GamFam Peer Support sessions
- 96% of affected others agree, that as a result of attending GamFam Peer Support sessions, they feel more knowledgeable about how to deal with the impact of gambling harms



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What is the data telling us ...



THOSE IN RECOVERY

- 92% of those who are in recovery agree that, as a result of attending GamFam peer support sessions, they feel more knowledgeable about how to deal with urges
- 87% of those who are in recovery agree that, as a result of attending GamFam peer support sessions, they have a better understanding of themselves and their triggers
- 85% said as a result of attending GamFam Peer Support sessions, they feel more optimistic about the future



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Some Feedback

- *"Because the level of support and knowledge provided by GamFam is second to none, at a time when your world is falling apart."*
- *"I'm not sure where I'd be without it, probably very unwell. If I can help anyone else in the same situation as I've been in, then GamFam is definitely the best direction to point anybody else that's struggling."*
- *"Because without the support, information, understanding, knowledge, advice etc that has been supplied by GamFam we will be struggling 100 times more than we are at the moment."*
- *"I have lived experience of how awful a gambling situation is. I know how fantastic the advice is from GamFam. There are no words to describe how much we appreciate the help we've had."*
- ***"Because the help and support that we as a family have received has been life changing."***
- *"No matter how bad an experience you think you are having, you realise that others are going through similar experiences and therefore feel less alone."*

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Next Steps

www.gamfam.org.uk

GamFam

HOME FOR THE FAMILY ▾ FOR THE GAMBLER ▾ FOR PARENTS ▾ OUR PROJECTS ▾ USEFUL INFORMATION ▾ ABOUT US ▾

Welcome message from Steve,
Founder



Welcome message from Dean,
Recovery Lead







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Resources, Barriers & Advice











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Further Advice and Support ...



All resources can be found at www.gamfam.org.uk

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Making a referral to GamFam



HOME FOR THE FAMILY FOR THE GAMBLER FOR PARENTS OUR PROJECTS USEFUL INFORMATION ABOUT US

Self-Referral

If you wish to make a referral for yourself for one of our Peer Support groups, please provide some details below in our referral form, and we will aim to contact you within 24 hours.

Please click on the button below to take you to the online referral form.

[GamFam Self-Referral Form](#)

Professional Referral

If you wish to make a referral on behalf of somebody else from another organisation, please provide some details below in our referral form, and we will aim to contact them within 24 hours.

Please click on the button below to take you to the professional online referral form.

[GamFam Professional Referral Form](#)

DONATE



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And finally...

- If you would like any further information, please visit www.gamfam.org.uk or e-mail info@gamfam.org.uk; steve@gamfam.org.uk
- Follow us on social media @GamFamCharity

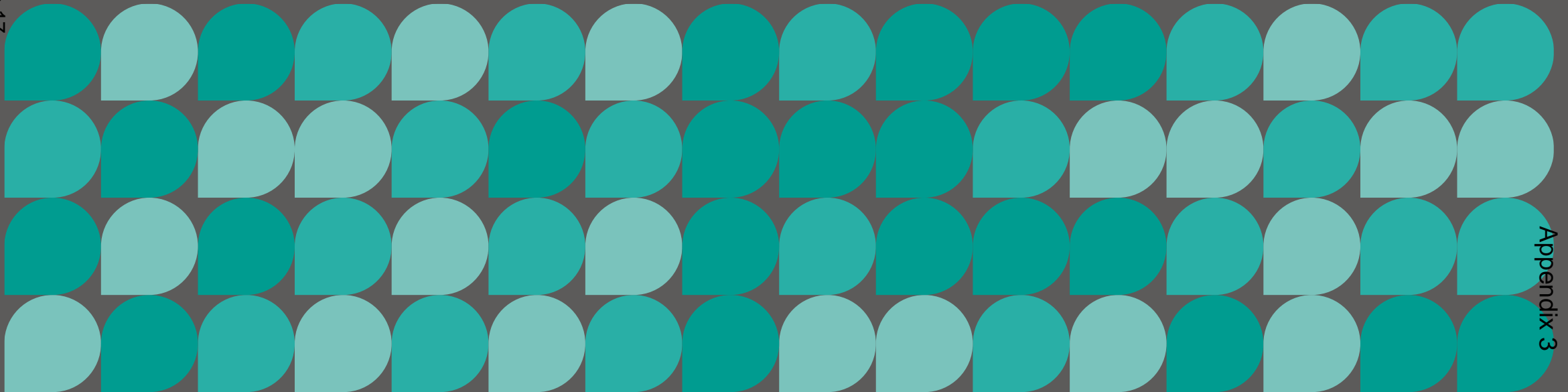


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Greater Manchester gambling harms update

January 2025

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Appendix 3

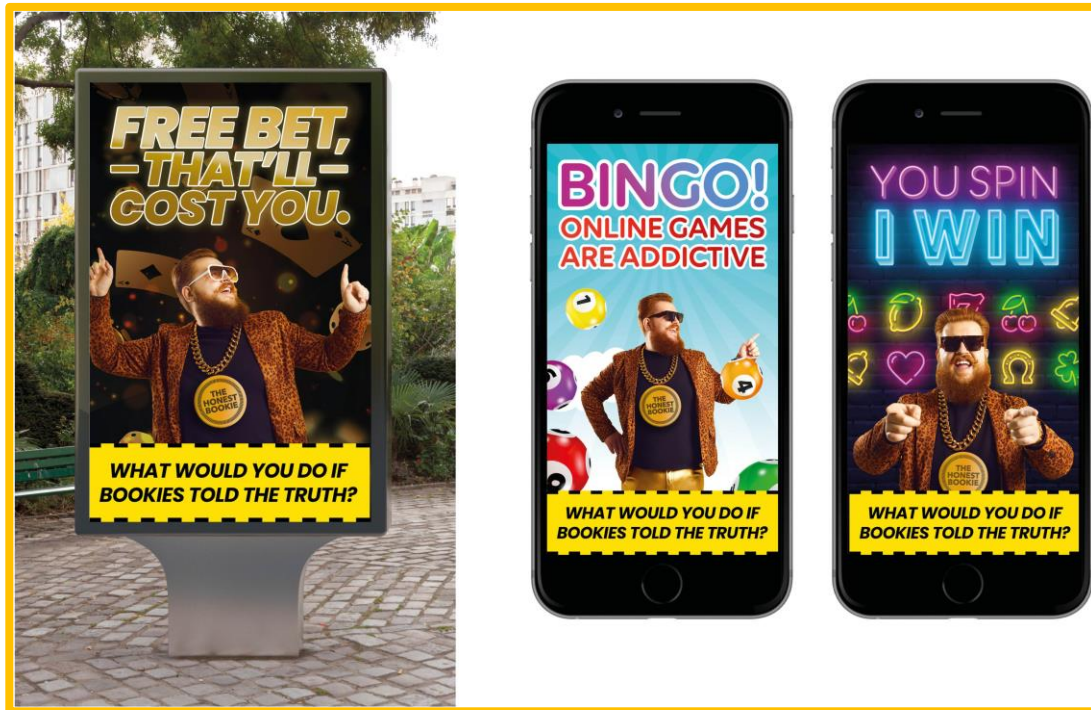
Agenda Item 7

Campaign recap

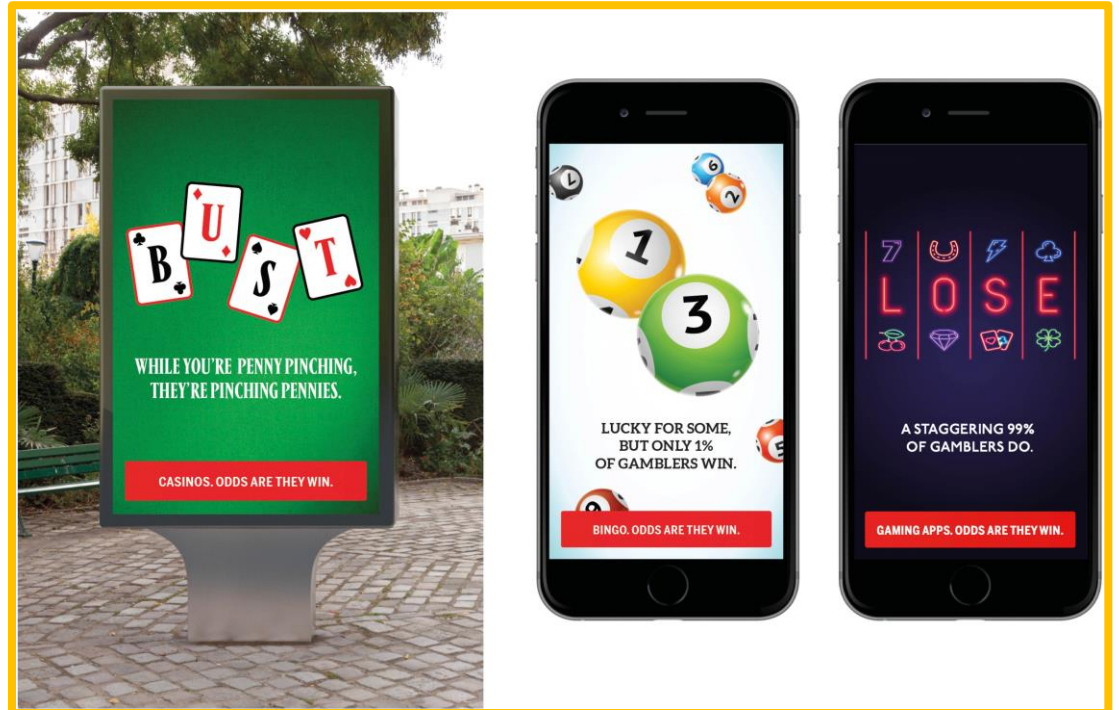
- First gambling harms prevention campaign in GM, one of the first in the UK
 - Step away from personal responsibility messaging 'safer gambling'
 - Before, during and after the Football World Cup 2022
 - Reach men aged 18-40 with harms messaging
 - Raise awareness of work taking place in GM
-

Audience testing: proposed routes

Route A – “honest bookie”



Route B – “odds are they win”



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53% of people liked it

41% of people preferred this approach

Criticism was too jokey, not making a strong point

76% of people liked it

59% of people preferred this approach

Clearly articulated what we wanted and beyond

Odds Are: They Win

NO WIN

FREE BETS CAN DISGUISE LOSSES AS WINS, INCREASING THE RISK OF HARM FROM GAMBLING SIGNIFICANTLY.

FREE BETS → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

UNLUCKY FOR MANY. 1 IN 5 ONLINE BINGO PLAYERS SUFFER HARM AS A RESULT OF GAMBLING.

ONLINE BINGO → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

FAST, SHORT, REPETITIVE SPINS ENCOURAGE IMPULSIVE GAMBLING, MEANING YOU CAN SPEND MORE TIME AND MONEY WITHOUT REALISING.

GAMING APPS → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

FOUL PLAY

DID YOU KNOW? WATCHING FOOTBALL ON TV COULD EXPOSE YOU AND YOUR CHILDREN TO A GAMBLING ADVERT EVERY 10 SECONDS.

GAMBLING ADVERTS → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

DOWN

GAMBLING HARM IS NOT ONLY FINANCIAL, IT CAN IMPACT YOUR HEALTH, WELLBEING AND RELATIONSHIPS.

THE GAMBLING INDUSTRY → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

FIXED

THE MAIN PURPOSE OF GAMBLING COMPANIES IS TO MAXIMISE PROFIT, GENERATED THROUGH CUSTOMER LOSSES.

GAMBLING COMPANIES → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

B U S T

SADLY 20% OF PEOPLE WHO PLAY ONLINE POKER AND CASINO GAMES HAVE TO DEAL WITH GAMBLING HARMS.

CASINO GAMES → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

LOSE

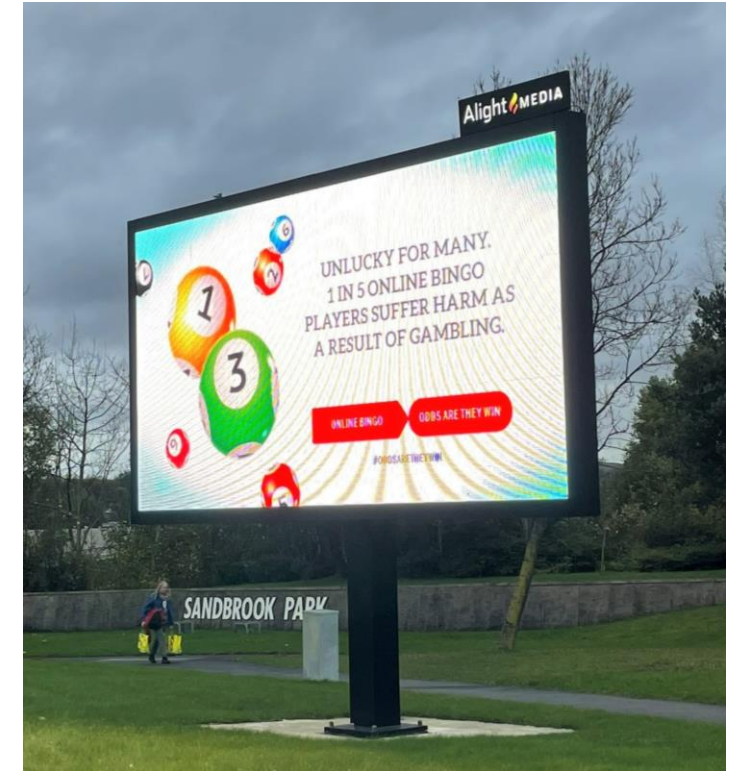
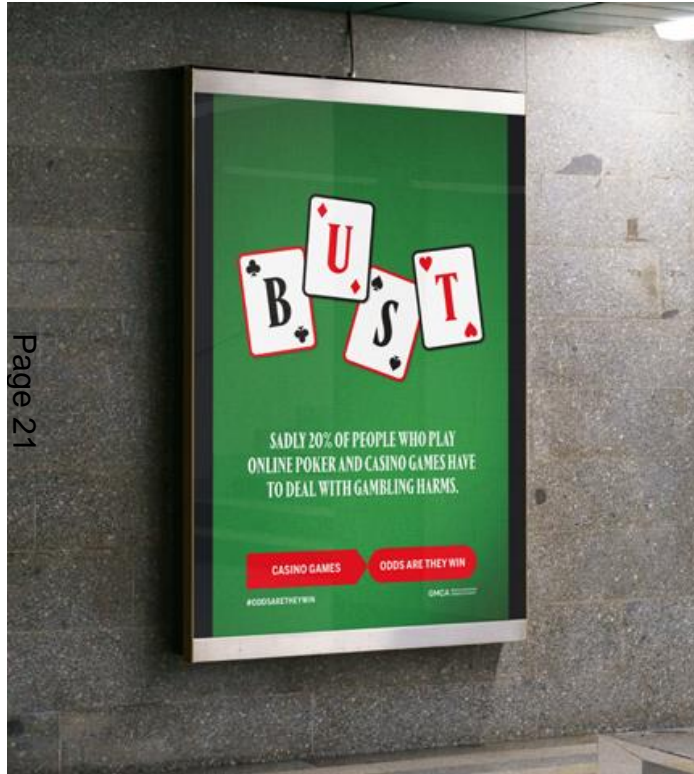
A STAGGERING 25% OF FIXED ODDS BETTING TERMINAL PLAYERS EXPERIENCE HARM AS A RESULT OF GAMBLING.

BETTING TERMINALS → ODDS ARE THEY WIN

#ODDSARETHEYWIN GMCA

Odds Are: They Win

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What happened?

- Most things went to plan!
 - Extended into January and February using the best performing digital adverts from 2022
 - Delays in social media adverts going live allowed us to take out more outdoor advertising in the new year too
 - Press release was followed up with lived experience interviews with local media
-

What happened? Relevant organic content

Odds Are: They Win
@OddsAreTheyWin

During ad breaks for the England v USA game there were 8 major ads for gambling products, with an average of 15.1m viewers. Increased exposure to gambling ads can put young people@risk of harm. Learn more & reduce your risk; greatermanchester-ca.gov.uk/oddsaretheywin
#FIFAWorldCup #OddsAreTheyWin



DID YOU KNOW? WATCHING FOOTBALL ON TV COULD EXPOSE YOU AND YOUR CHILDREN TO A GAMBLING ADVERT EVERY 10 SECONDS.

GAMBLING ADVERTS ODDS ARE THEY WIN

#ODDSARETHEYWIN

Odds Are: They Win
@OddsAreTheyWin

The final of I'm a Celebrity was watched by an average of 10.1 million viewers. Shockingly there were 14 adverts for gambling products during the breaks.

Learn more about how you can protect yourself & others from gambling harms greatermanchester-ca.gov.uk/what-we-do/hea...
#OddsAreTheyWin #ImACeleb



UNLUCKY FOR MANY.
1 IN 5 ONLINE BINGO PLAYERS SUFFER HARM AS A RESULT OF GAMBLING.

ONLINE BINGO ODDS ARE THEY WIN

#ODDSARETHEYWIN

What happened?

- Metrics –

- Social media: +1.4 million reach

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- Unique clicks to the campaign landing page: +16,000

- The first 6 weeks of 2023 saw the same number of people seek gambling addiction support on the GMCA website as for the whole of 2022.

- 122 social media toolkit downloads

What happened? The difference it made



Tweet

17:25



Matt Gaskell
@mgaskell12



Record referrals to the NHS Northern Gambling Service this week.

But when are we going to get serious about the prevention of harm?

10:08 · 09/12/2022 · [Twitter for iPhone](#)

14 Retweets **1** Quote Tweet **36** Likes

Any tips on totally stopping gambling cold turkey, straight away. It's destroyed my life since I was 16, now 43. I've lost in total 200k everything I've ever earned or been gifted. I've tried GA , I've tried Gamstop. Nothing works, but now I've had enough

What happened? The response it got



Mike Brannan
@BrannanM

Great leadership & resources exposing & addressing health risks & harms of gambling

GM research:
Watching football on TV → gambling ad every 10 secs (eg pitch ad boards, kits, ad breaks)
20/25% of online bingo/ fixed odds players suffer harm

Comms toolkit available
#OddsAreTheyWin



Greater Manchester Combined Authority @greatermcr · Nov 23, 2022
In a UK-first, our #OddsAreTheyWin campaign lifts the lid on gambling industry tactics and the harm caused to people's lives.
We say that whatever the gambling product, whoever the gambling operator



Ashley Brown @AshleyBrownBB12 · Oct 28, 2022
How is this the remit of the combined authority?



Greater Manchester Combined Authority
@greatermcr

Hi Ashley. We are working to prevent and reduce the negative impacts of gambling on individuals, families and communities. This is a public health concern which is impacting tens of thousands of our residents. If you'd like to find out more please visit



greatermanchester-ca.gov.uk

Gambling

We are working to prevent and reduce the negative impacts of gambling on individuals and communities

8:35 AM · Oct 31, 2022

New anti-gambling campaign launched as prohibitionists target Greater Manchester

Echoing the Salem witch trials of 1692, the latest vitriolic campaign from the anti-gambling coalition, delivered fervently by the local authority in Greater Manchester, is aiming to scorch every type of operator – even the local ones – with its burning fire of willful ignorance. Sounds dramatic, but the consequences could be significant for failing high streets and local employment if the prohibitionists get their way.

Recognition for the campaign





Public Health

Volume 224, November 2023, Pages 41-44



Short Communication

'Odds Are: They Win': a disruptive messaging innovation for challenging harmful products and practices of the gambling industry

[T. Mills](#)^a  , [J. Grimes](#)^b, [E. Caddick](#)^c, [C.L. Jenkins](#)^a, [J. Evans](#)^c, [A. Moss](#)^a, [J. Wills](#)^a, [S. Sykes](#)^a

New approach to Odds Are: They Win

**ODDS ARE
THEY WIN**

Themes

1. Gateway events
2. In-play betting
3. Online slots
4. Attempting to make money
5. Gambling sponsorship – ad hoc when opportunities arise

Gateway events and in-play betting

ODDS ARE THEY WIN Odds Are: They Win
Sponsored · 🌐

Free bets and bonus offers are rarely as straightforward as they seem.

Offers on events like Cheltenham are designed to create an 'itch' to gamble again, but this time with your own money.

Read more about the signs that gambling is impacting your life. www.chapter-one.org/what-are-gambling-harms

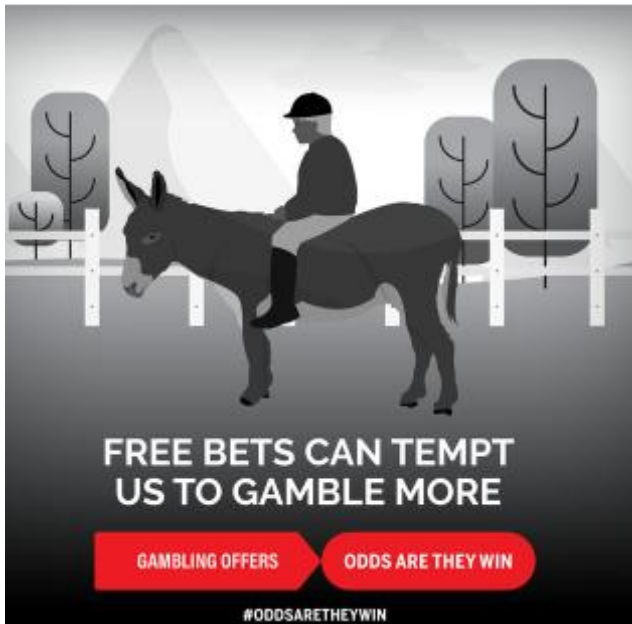
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ODDS ARE THEY WIN Odds Are: They Win
Sponsored · 🌐

Gambling companies use free bets to tempt you to bet on things you didn't intend to.

This Super Bowl if touch downs and end zones mean nothing to you, turning off notifications and marketing emails can help prevent unwanted offers.

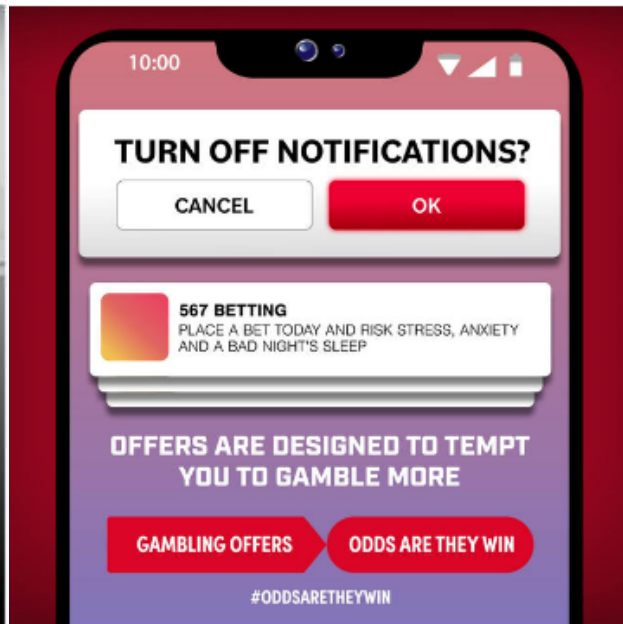
Read more about the signs that gambling is impacting your life. www.chapter-one.org/what-are-gambling-harms



FREE BETS CAN TEMPT US TO GAMBLE MORE

GAMBLING OFFERS **ODDS ARE THEY WIN**

#ODDSARETHEYWIN



10:00

TURN OFF NOTIFICATIONS?

CANCEL **OK**

567 BETTING
PLACE A BET TODAY AND RISK STRESS, ANXIETY AND A BAD NIGHT'S SLEEP

OFFERS ARE DESIGNED TO TEMPT YOU TO GAMBLE MORE

GAMBLING OFFERS **ODDS ARE THEY WIN**

#ODDSARETHEYWIN

Super Bowl, Cheltenham and Aintree

- Super Bowl: £40 on 2 adverts, 120 clicks through to the Chapter One website, reaching 10,962 people. 33p cost per click
- Cheltenham and Aintree: £147.19 on 3 adverts. 547 clicks, reaching 16,909 people. 27p cost per click
- The adverts created spikes in Chapter One website use, and most of the people who visited the website during that time were new users.

Ongoing learning

- Review use of animation – have met with Facebook so they know we are running gambling harms ads, not gambling ads.
- Using gif files not video files to try and get animations accepted, not rejected.
- Decreasing the number of days an advert runs over, to increase the budget per day.
- Think about targeting just men with future horse racing adverts.
- Trial advertising on other platforms to see how the age range of the people reached changes.

Safer Gambling Week

**ODDS ARE
THEY WIN**


Providing an alternative

- Not in favour of Safer Gambling Week
- Provide our partners with a different option
- Not branded for Greater Manchester

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Stockport Council · Follow
18 November 2024 · 🌐

If gambling is impacting your life, it's not your fault. Gambling products are designed to be addictive.
Find out more and seek help today: <https://orlo.uk/JaeQ2>
[#OddsAreTheyWin](#)





SOME GAMBLING PRODUCTS ARE DESIGNED TO BE ADDICTIVE.


THE GAMBLING INDUSTRY **ODDS ARE THEY WIN**

[#ODDSARETHEYWIN](#)

Using a
different brand for
a different theme

Using GMCA branding for cost of living

 **Greater Manchester Combined Authority**   

Sponsored · 

Gambling is not a way to make money.

If you need support this winter, there is financial help for you and your family.

For support with gambling addiction visit Chapter One:
<http://tinyurl.com/29p9cz9r...> See more



Using GMCA branding for cost of living

Concerned about people turning to gambling due to the cost of living

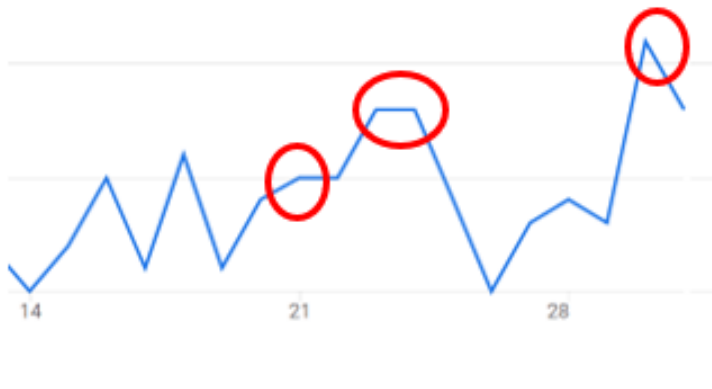
£70 spent in total

21,866 people were reached with the post, with 268 link clicks

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You can see spikes in use of the Chapter One website, almost all of which were new users

Some performed best with 18-24 year olds via Instagram and 65+ year olds on Facebook



Lesson – when we made the targeting specific to people with gambling interests the cost per click was just 14p and we had a good spread across all ages

Chapter One – for everyone affected by gambling



How Chapter One came about

Fragmented treatment and support provision, most information resources are funded by the gambling industry

Partnership with Gambling with Lives to pilot an integrated treatment and support pathway in Greater Manchester

Only 1 in 200 people who would benefit from support are accessing information or treatment (OHID report, 2024)



Chapter One outputs

- Training and resources for professionals (intermediaries and HCPs)
- Impartial and independent information for the public
- Campaign to raise awareness of support

CHAPTER ONE

Home Gambling harms How and where to get help About gambling Chapter One NEED URGENT HELP?

Here for everyone affected by gambling

If you are affected by gambling you are one of millions. Welcome to Chapter One. This is your place to find information that will help you understand the causes of gambling harm, and where to access the right help. Free from gambling industry influence.

YOU ARE NOT ALONE

<https://www.chapter-one.org/>

CHAPTER ONE

Home Make a Referral Providing Support Training and Resources NEED URGENT HELP?

Professionals Hub

Welcome to the Professionals Hub

If your role brings you into contact with people who may be experiencing gambling harms, and you want to help, then Chapter One is here for you. Whether you are a GP, social worker, support worker, counsellor or supporting someone in a professional capacity, the professionals hub provides useful resources, signposting, and information to help you prevent and reduce gambling harms.

Make A Referral

Supporting Someone

Training & Resources

"The training was comprehensive and coherent. It was supportive and safe, whilst providing actual tools to help me support people I work with."
Trained professional in Greater Manchester

<https://www.chapter-one.org/professionals-hub>

Chapter One

public campaign



Chapter One campaign

- Showing gambling harm as something that can affect anyone
- Video content focused on four characters
- Digital campaign – Google, YouTube, Snapchat, TikTok
- Targeting people aged 18–35
- Signposting people to support and information
- Posters and leaflets for public and professionals

Evaluation

Provides a much-needed alternative voice to counter the large quantity and tone of gambling sector advertising:

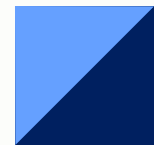
- some forms of gambling being more harmful than others
- Unique messages that others are picking up on e.g. 'gambling is addictive'

Frank and clearly-expressed content 'unpacks' how harmful gambling products cause gambling harms.

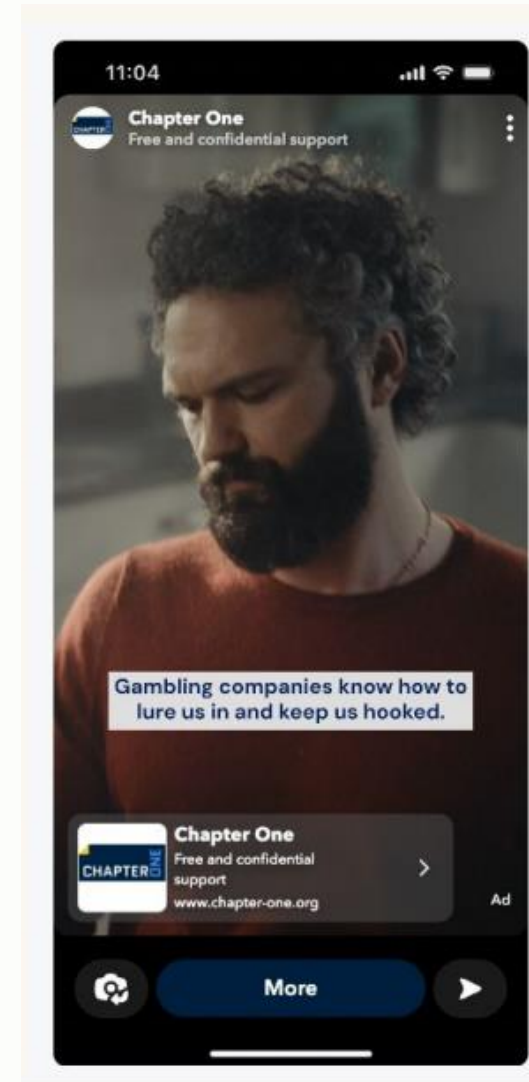
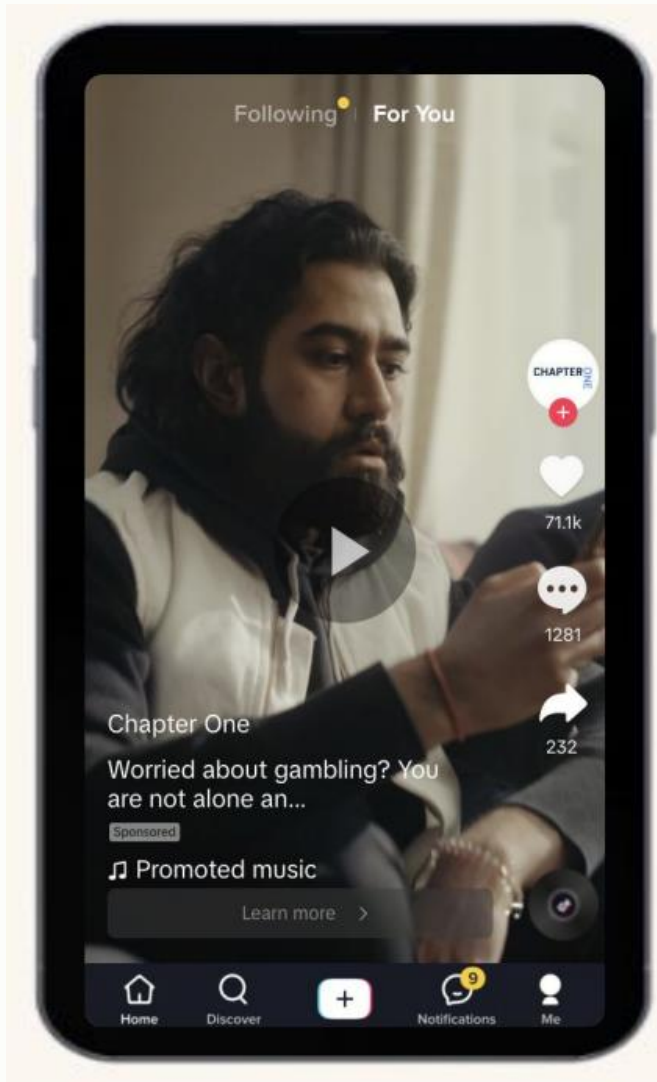
Unique approach challenges the industry-dominated narrative.



Campaign video



Adverts in Greater Manchester



Outcomes of the campaign

Page 45

Result
44,481 clicks
34p CPC

Showed that social media channels can be effective at reaching target audiences

Successfully exceeded targets and industry averages

Showed that Snapchat was the most cost-effective channel in this campaign.

Also explored different content styles to gauge effectiveness.

Showed that the 'Daniel, Free Spin' video was clearly the most clicked-on video.

Conclusions

Chapter One was a successful partnership pilot programme and campaign

The website met a need for clear, unbiased, and direct information while also providing urgent help, scope for getting more people to see it

A mixed-media, digitally focused campaign was effective in raising awareness and helping people access information quickly



Language guide walkthrough

By Ellie Caddick

An easy 'don't'

Don't say

- A lot of people enjoy a flutter
- Can be fun
- Social/leisure activity

Page 48

e.g. Gambling is a fun activity for most people but some people...

Why?

- It reinforces perceptions that there is something 'wrong' with anyone who experiences harm

Don't repeat the industry narrative

Don't say

- Safe/unsafe
- Responsible/irresponsible

Page 49
E.g. make sure you gamble safely...if you are gambling irresponsibly...

Why?

- All gambling is risky, and we are all at risk of experiencing harm. Suggesting some people are 'taking risks' is stigmatising

Describing people being harmed

Don't say

- Problem gambler
- Gambling addict

e.g. if you are worried your loved one is a gambling addict...

Do say

- A person who is/with/experiencing/harmed by

Why?

- The person being harmed by gambling is more than just their experience with gambling

Describing people being harmed

Don't say

- Vulnerable
- At risk

e.g. if you are at risk of gambling addiction...

Do say

- Avoid suggesting any type of person is more likely to be harmed

Why?

- All gambling is risky, and we are all at risk of experiencing harm. Suggesting some people are more likely to be harmed is stigmatising

Addiction and/or harm?

Addiction

- Gambling addiction is a recognised mental health condition and 'gambling addiction' is a commonly used term used when people search for support. It is important to talk about gambling addiction so that it is easily recognisable to people.

Harm

- Talking about the harms people experience is relatable and can allow people to recognise that they are experiencing lower levels of harm before it becomes addiction.

Other tips

Support services

- If it's free and/or confidential, say it

Suicide prevention

- Always include information on suicide prevention services alongside gambling support

Next steps

- Read the language guide
- Review your public information on gambling –
addictions, mental health, financial support
- Any questions or want a chat? Get in touch

HARINGEY GAMBLING HARMS PROGRAMME

Marlene D'Aguilar
Health in All Policies Strategic Lead
Haringey Council

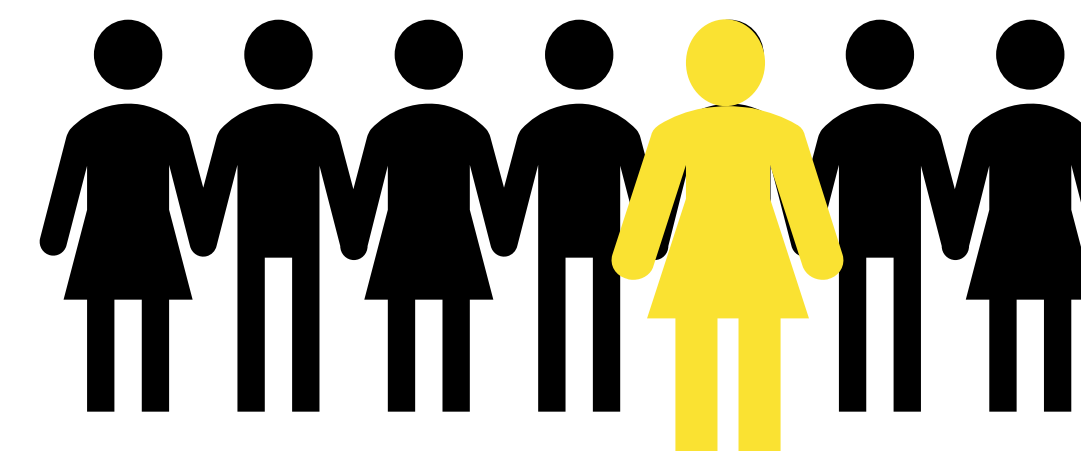


A Case for Action

Haringey is ranked the fourth most deprived borough in London and is a borough of two halves – a more affluent population in the west when compared to the east. The map on the next slide highlights this inequality through the proliferation of gambling premises overlaid with deprivation indices. There are **65 gambling premises with 7 in the West and 58 in the East of the borough.**

The fiscal costs of gambling in Haringey is estimated to be **£8.2 million.** This does not account for individual, family and community losses.

For every person that experiences gambling harms, between six to ten people are negatively affected. This includes children, parents, wider family members, friends, neighbours and work colleagues ([Citizen Advice, 2018](#)). These gambling related harms include child poverty, homelessness, domestic violence, suicide, mental health and debt ([Public Health England, 2021](#)).



Approximately 1 in 7 residents in Haringey are affected by gambling harms

Gambling Premises in Haringey

Out of 330 local authorities for the number of people per gambling premises – it has the 13th highest concentration of gambling premises relative to population.

Page 57

- Average of 24 gambling premises per 100,000 residents (well above the national average of 16) and 3rd highest in London
- Noel Park: 95

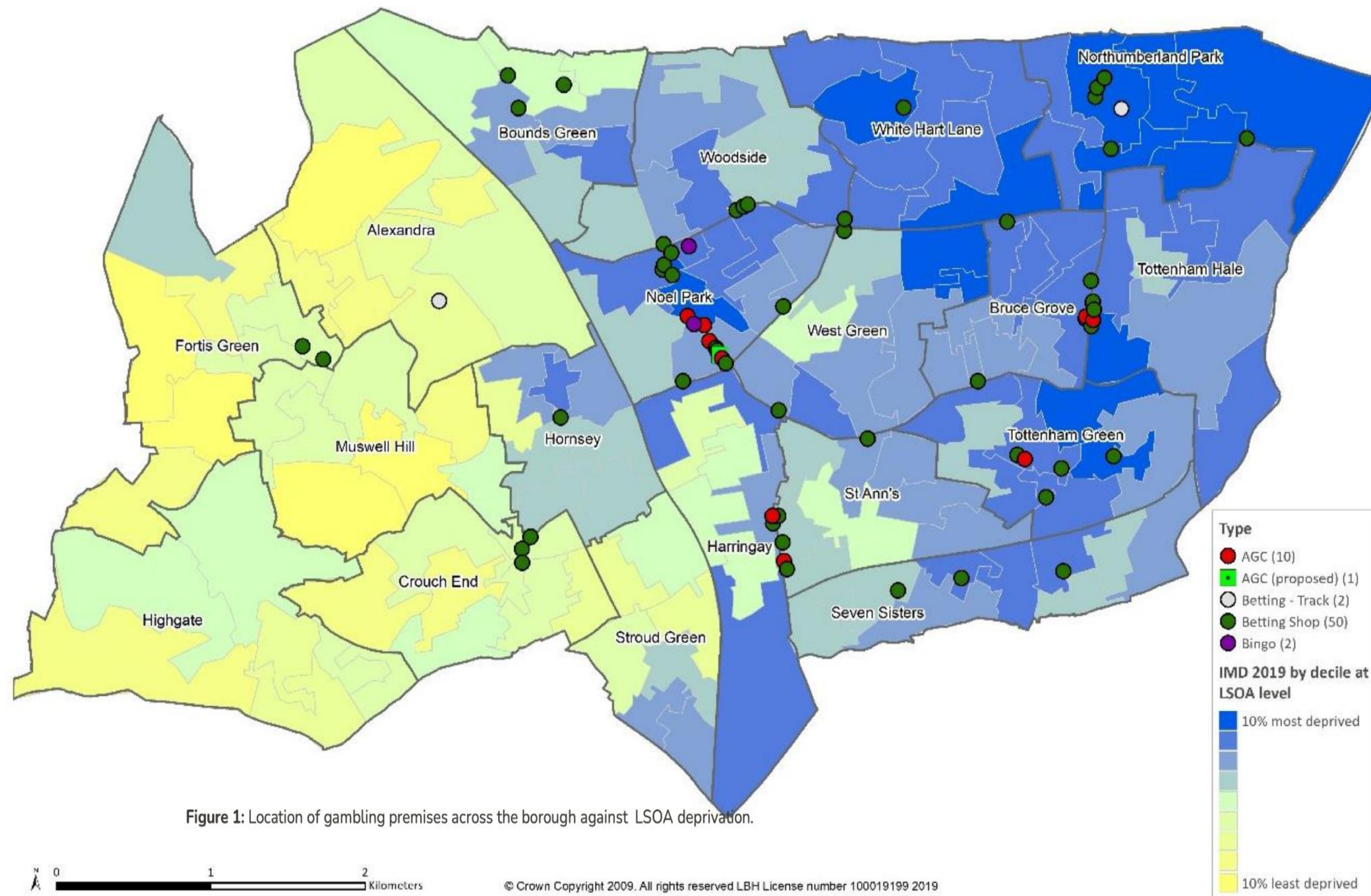


Figure 1: Location of gambling premises across the borough against LSOA deprivation.

GAMBLING ACT 2005

AS PER GAMBLING ACT 2005:
'AIM TO PERMIT'

Applications cannot be refused purely on the grounds of:

- Proximity to existing premises
- Moral grounds
- Residents' preference

LICENSING OBJECTIVES:

1. Preventing gambling from being a source of crime and disorder
2. Ensuring that gambling is conducted in a fair and open way.
3. Protecting children and vulnerable persons

Licensing: nationally, Public Health are not a Responsible Authority, However, in Haringey, Public Health included as a Responsible Authority in our local policy.

Planning: Public Health respond to all planning applications.

Gambling Application	Number of Responses (2019-22)	Number of Responses (2022-25)
Licensing	8 (1 withdrawn, 6 granted, 1 refused)	3 (1 appeal/granted with conditions, 2 granted)
Planning	5 (4 refused and 1 granted with conditions)	4 (2 outcome tbc, 1 refused, 1 granted with conditions)

- If they are new and have to apply to both planning and licensing – so if you are not successful to get the restrictions you need to safeguard your community, go for this in planning.
- Importance of updating and adding to data and evidence - the closer you can get to high street data, super output areas, ward data the better. Include data from gambling services, local treatment centres and vulnerability.
- If conditions are applied at planning and on the licence eg AGC to restrict hours the applicant will often return 6 months to a year later to get that licence extended on the basis of good behaviour
- Applicants will have top Barristers and King's Council (KC) for licensing hearing, Former high level police officers who usually carry out the surveillance reports of the location. Just be clear with the evidence and data you are presenting and the impact to residents.
- Invaluable support of Cllrs at submitting representations and giving evidence from their constituents at hearings.

Know that

- in Licensing your response is always based on the Licensing Objectives on the Gambling Act 2005
- In Planning your response will tie in with planning policy

In both you can bring in local priorities for example:

1. [Haringey's Health and Wellbeing Strategy 2024-2029](#) Page 6 and 16
2. [The Corporate Delivery Plan 2024-2026](#) Page 26

- We use our Business Intelligence Teams, Public Health Intelligence, Crime data Management, Mapping and Benefits data.

GLA's School Superzone Projects

"School Superzones aim to protect children's health and enable healthy behaviours, using local authority powers and place-shaping potential to implement environmentally based actions."

- TCPA (School Superzones, 2021)

School Superzones are established to take action to protect children's health and encourage healthy behaviours through targeted interventions, including:

Use Superzones in our Planning Application responses and Licensing Representation in around Gambling Premises.

Haringey is the first Council in the UK to review and ban foods high in fats, salt & sugar, alcohol and **GAMBLING** its own Advertising, Sponsorship and Promotion Policy.



The purpose of the Inquiry Day was to gather evidence on gambling-related harms in Haringey and explore what action could be taken to address this. In July 2022, the Overview and Scrutiny Committee produced a report with recommendations

RECOMMENDATION

1

Identifying a funding source for additional local research on gambling harms to strengthen the evidence in Haringey's Local Area Profile.

We are still trying to identify the source

RECOMMENDATION

2

Is greater use of education/prevention on gambling.

We had already started the Haringey Gambling Harms Reduction Programme

RECOMMENDATION

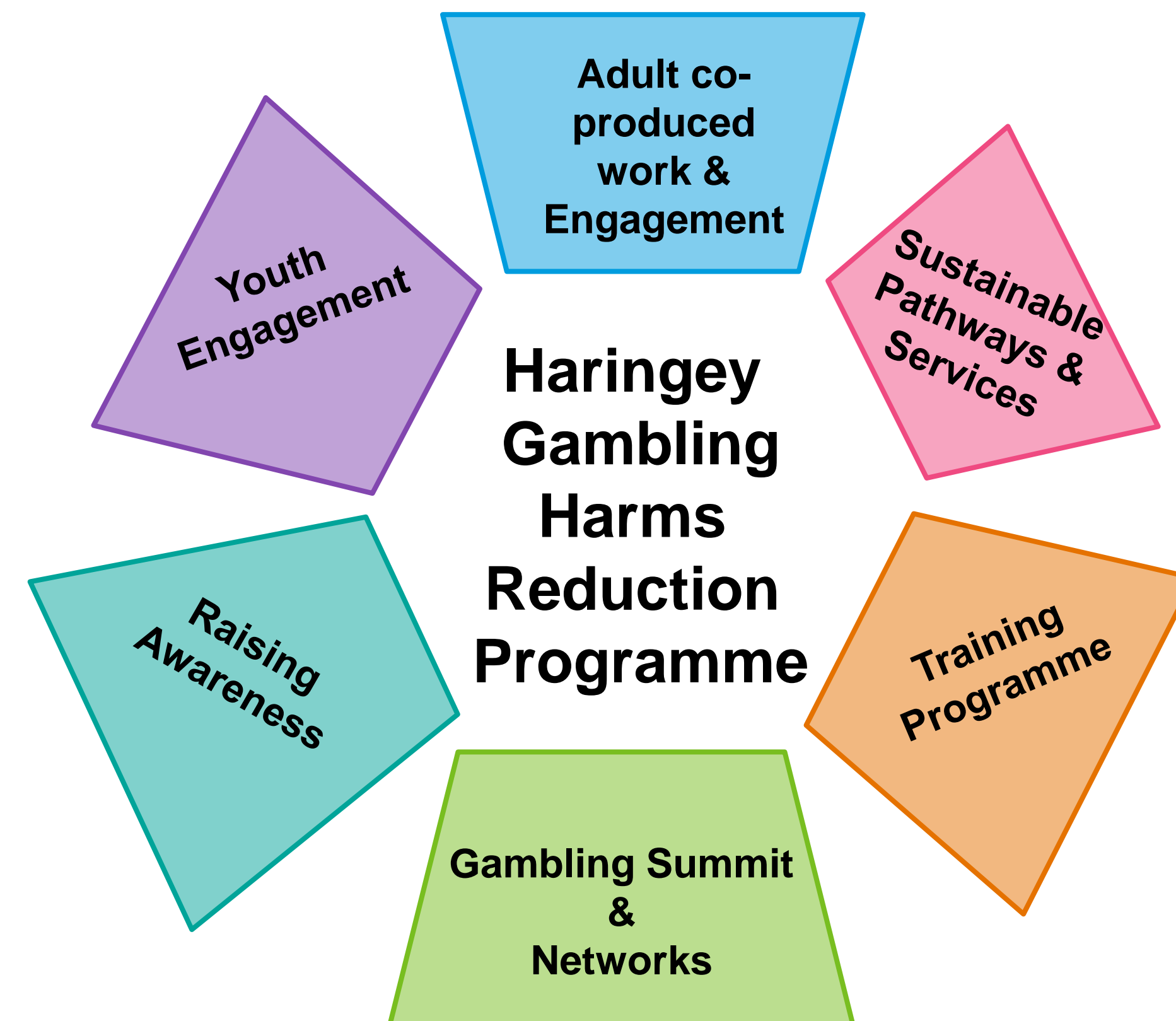
3

Establish a 'gambling harms prevention champion' to lead any lobbying activity aimed at the government on this issue.

Lead Member for Health, Adults & Wellbeing has been lobbying on our behalf

How to make it work with limited resources

We are utilising the **Health in All Policies Approach** in our development of **Haringey's Gambling Harms Reduction Programme**, with the aim to prevent, reduce, and mitigate the negative consequences associated with gambling activities on individuals, families and communities. We are delivering this through six core elements, shown in the diagram. With four cross-cutting themes: **partnership, improving data and evidence, communications, strategic work and policy change where needed**. The programme addresses the needs through coproducing with residents and people with Lived Experience and Affected Others, who are at the core while we shape and embed the works.



With limited resources we used an all-systems approach, or a Health in All Policies (HiAP) approach, which builds strong partnerships across all relevant sectors, generates co-benefits, influences agendas, and looks at the potential for necessary policy changes, where residents and service users are part of the coproduction.

Focus Group feedback

Adult co-production
What it meant for residents

Demographic Profile of the 8 Focus Groups

47 Adults

18 Different Ethnicities

Mainly Women

Mainly from the East of the Borough

How do you feel about gambling?

Overall negative attitudes towards gambling

Where in the borough do you notice the negative impact of gambling?

Wood Green, Bruce Grove/West Green Road, Northumberland Park

Why do you think people gamble?

Boredom, stress, filling a void, seeking a big win

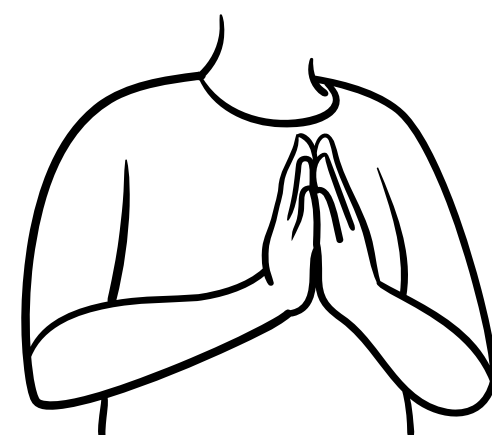
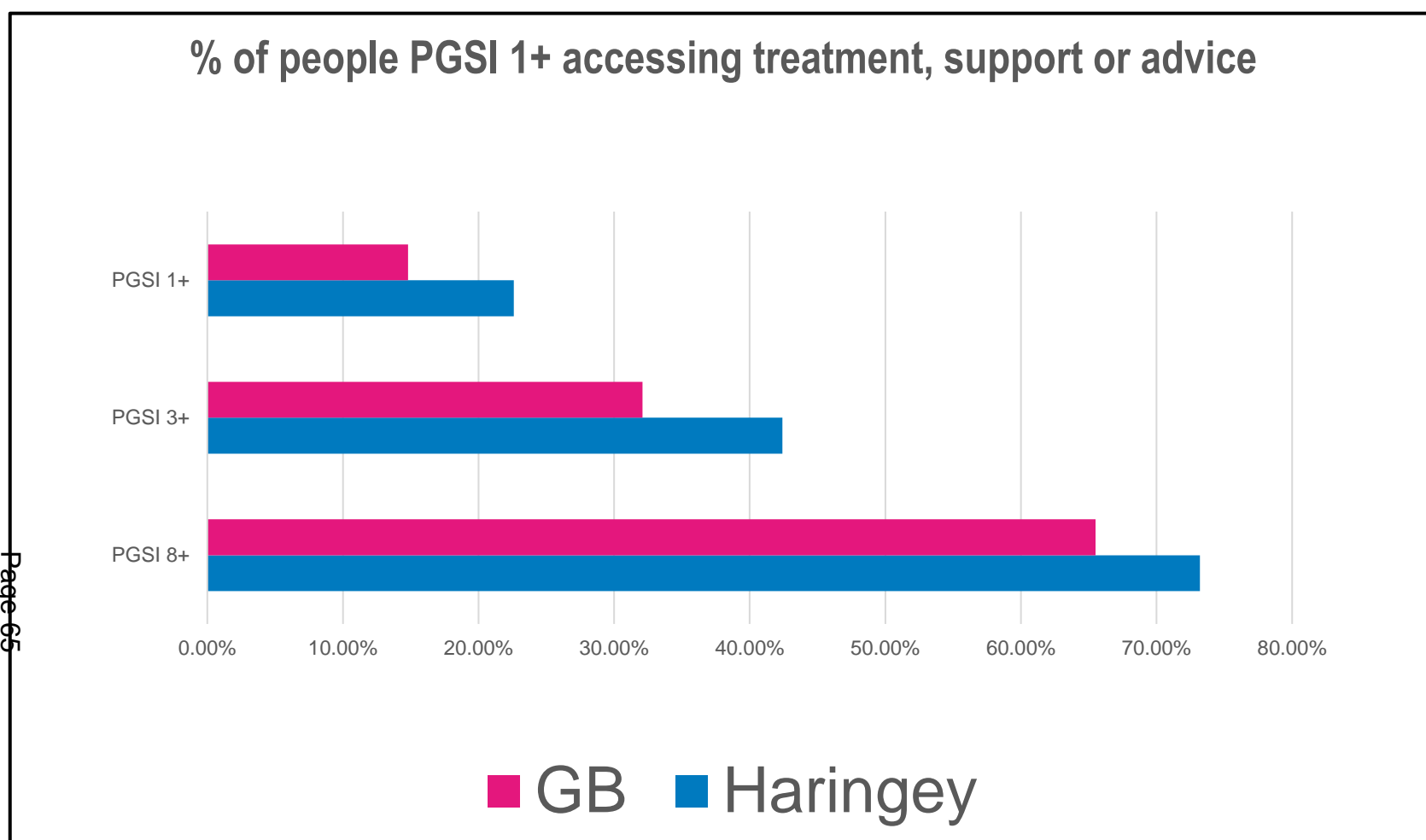
Where would you look for help?

GP, psychologist, citizen's advice, place of faith



Sustainable Pathways & Services

Haringey has more people accessing treatment, support and advice than the UK average



The Problem Gambling Severity Index (PGSI) measures levels of behaviour which may cause harm to an individual, ranging from.

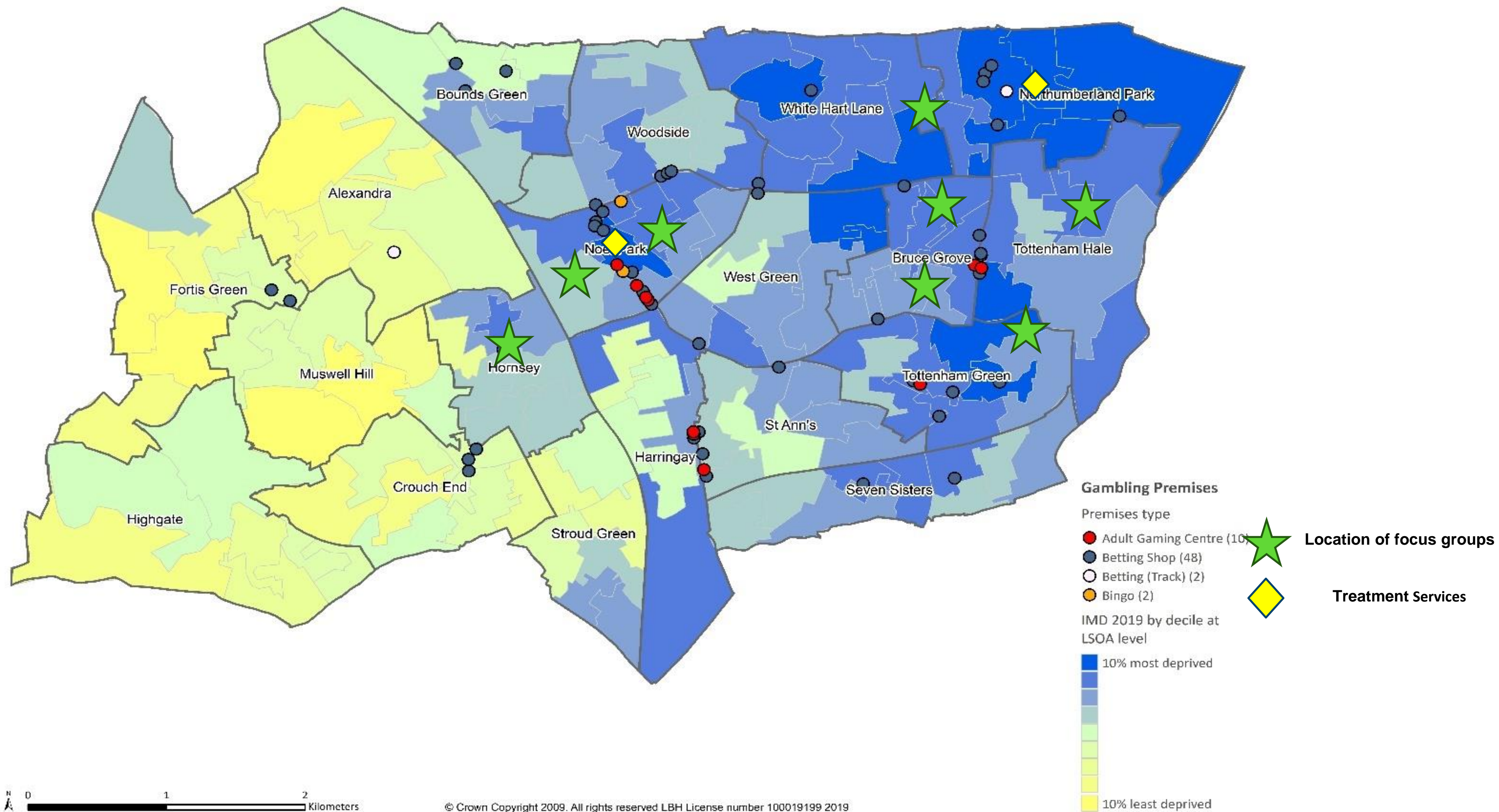
- Low risk score 1-2
- Moderate risk score 3-7
- High risk score 8+

- First of its kind clinics were set up, with the aid of GamCare, in Wood Green and Tottenham as both were highlighted by our focus groups as prominent gambling hotspots. **Developing a local service to be placed in an area where priority needs were identified helps with barriers such as travel costs. Adult Social Care were instrumental in finding a clinic base within their Hub at the Northumberland Park Resource Centre.**
- Mind in Haringey undertook gambling harms training for their workforce and updated their assessment tool to include questions on gambling harms. **This data identifies people with mental health and gambling challenges and enables appropriate help.**
- Develop the referral & treatment Pathway so all staff can refer
- Presentation at a number of decision-making boards including the Joint Local Safeguarding Board leading to:
 - Social workers within Adults Social Care and Connected Communities accessing training and improving their understanding and a commitment to look at embedding a gambling assessment question on their digital client case file system. **There have been referrals to the Gambling Harms Service.**
 - Social workers within our Children's Social Care department piloted gambling harms assessment questions and helped refine the tool which will now be embedded within their digital client case file recording system. **This allows social workers to assess their children and families for gambling harms and refer them to support services.**

Feedback from two service users
A client in Haringey was celebrative over 180 days gamble free since working with Hans Hagge, Practitioner from GamCare. He reported that it was instrumental in helping him with rent arrears.
"I feel like the human connection meeting my practitioner in Haringey, where I live is so much better than talking on phone. Seeing him in person steadies my mind and improves my ability to interact, open up. The connection holds more weight and importance".

Map 1. The number and type of gambling premises overlaid on index of multiple deprivation (IMD) in Haringey

The darker the blue on the map indicates a higher level of multiple deprivation, such as child poverty, low income, unemployment, low educational attainment, crime, domestic violence.



Training Programme

Service/Team trained from Summer to Jan 2024	BESPOKE TRAINING PROGRAMME Service and Organisation with Client Group	No. trained
Olive Morris Court	LBH Homelessness Prevention Housing - providing vulnerable people with transitional homes	5
Mulberry Junction	LBH Resources centre for people at risk of homelessness - for single people on the edge of homelessness or homeless	7
Mind in Haringey	Mental Health Charity - people with mental health issues	18
Financial Support Team	LBH Reducing Residents' debt - residents in financial debt	11
Children's services	LBH support and protection of children & vulnerable families - vulnerable children, young people & their families	42
HAGA/Humankind	Voluntary Sector Drugs & Alcohol Service - drug & alcohol dependants	12
The Grove	Drugs & Alcohol Reduction Service - drug & alcohol dependants	12
Total		107

- Our Council Leader and Lead Members were the first to be trained followed by the Councillors
- 244 Staff trained across Haringey Council, GP Federation, wider primary care teams and voluntary and community sectors. There is a rolling programme of training delivered [by GamCare](#) and supported by the Council's Learning & Development team and **Bespoke Training (Table 1) tailored to whole teams or organisations was developed, with a high uptake.**
- The Local Children's Safeguarding Board promotes training across their partnership.
- New specialist *training 'Understanding Gambling Harms and its Links to Crime'* delivered by [GamLearn](#)

Table 1 the number of people trained on the new Bespoke Training and the names of their team who they support. Bespoke Training started in August 2023.

Feedback from post-training

- ❖ *If families are struggling with paying bills, meeting basic needs, I understand that maybe gambling the issue and I can ask and make a referral.*
- ❖ *... helpful while working with the young children to understand if the problems are connected with gambling.*
- ❖ *will inform Young People of the dangers with gambling and signpost to available support*

Gambling Summit & Networks

- Delivered 23/01/2023 at Alexandra Palace and over Zoom with 45 in-person and 24 virtual attendees.
- The keynote speaker was [Professor Bowden-Jones](#).
- The summit commenced the start of Haringey's Gambling Harms Network meetings attended by those with lived experience; statutory, voluntary and community sector leads; with representatives from our neighbouring boroughs' public health teams, the Office of Health Improvement & Disparities (OHID) and the Greater London Authority (GLA).

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Network Meetings

- The network was launched in 2023 we have convened two meetings per year covering
- With subjects covered such as suicide, mental health, and lived experience/affected others; gambling affecting people with neurodivergence; local research, data and evidence



Feedback from attendees

- ❖ 100% respondents rated the speakers and organisation at 'very good' or 'good'.
- ❖ 91% reported better understanding of gambling and gambling harms
- ❖ 94% reported greater confidence in addressing gambling harms in their professional or personal lives
- ❖ 97% reported motivation to take action to help address gambling harms

Raising Awareness



- Developing the branding of the programme and logo.
- Gambling Harms Leaflet co-developed with GamCare and distributed e.g. libraries, pharmacies, and NHS.
- Included in Haringey Council's webpages on Gambling Harms, Violence Against Women & Girls (VAWG) and Mental Health.
- Included in LBH Cost-of-Living Crisis booklet and GP Federation pages
- Presentations at strategic boards, team meetings and organisations, resulting in teams accessing training, raising the profile of the programme, changes to assessment tools and policy and linking people being affected to access help.
- Gambling Harms new public campaign commences January 2025

- ❖ **Our work has raised the profile of the Gambling Harms within Haringey and external to our borough**
- ❖ **Red Card, GamCare & Public Health have covered events, schools, festivals and fairs to engage with residents and stakeholders.**
- ❖ **Invited to speak at Public Health Ethics and Law Event, run by London Public Health Registrars (PHR) and the FPH, on 25th May 2023. This means gambling harms are becoming known to Public Health professionals and academics and more recognised as a public health priority. Generated positive discussion as it was the first time PHRs had heard of this work.**
- ❖ **Community Pharmacists support the programme as part of their health promoting role with their customers**

- According to Ipsos MORI 2020 survey of 11–24-year-olds – 96% had been exposed to gambling marketing messages in the last month. Two-thirds of these reported seeing gambling promotions on their social media channels. Only 53% had observed age restriction messages and only 38% had seen safer gambling warnings³
- 6% of young people and children follow gambling accounts on snapchat². The use of Snapchat QR codes has been reported as being used by some betting premises within Haringey

The factors most associated with gambling among young people aged 11-24 were peers who gambled and parental acceptance of gambling



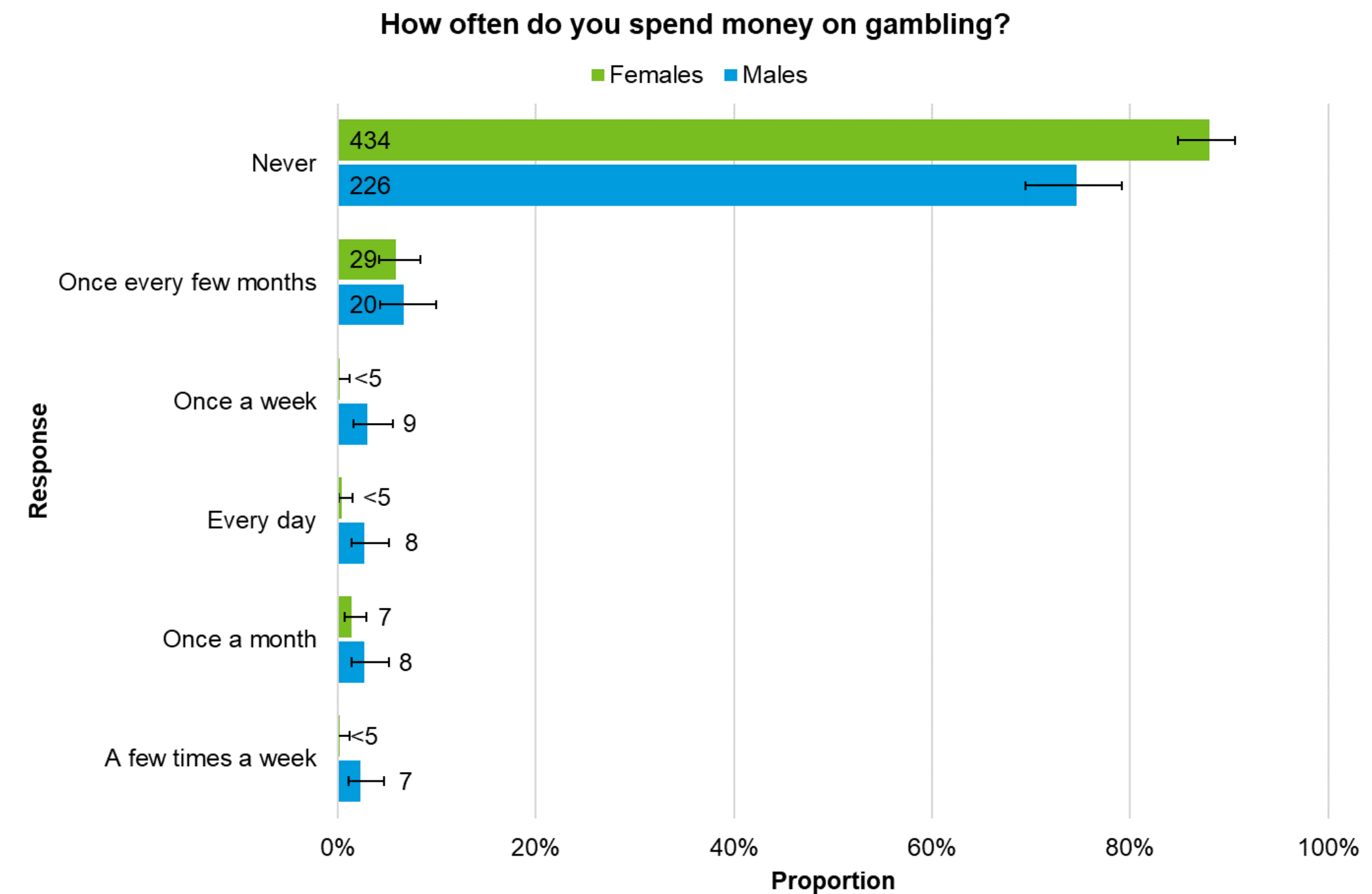
Both gamification in gambling and gamblification in gaming sites can significantly impact children by fostering addictive behaviours and normalising gambling.

- **Increased addiction risk:** The use of rewards and unpredictable outcomes can make children more prone to developing addictive behaviours.
- **Financial consequences:** Children may spend real money on in-game purchases or gambling activities, leading to financial issues.
- **Psychological impact:** Exposure to gambling elements can affect children's mental health, causing stress, anxiety, and distorted perceptions of value and reward.

Ref: [The Lure of Loot: Gambling and Manipulative Design in Youth Video Games - Children and Screens](#)

Children & Young People in Haringey

- On average, 12% of secondary students reported that they had gambled using their own money. This has increased significantly from 2021/22 (5%).
- Male students were more likely to be gamble (25%) compared to females (8%).
- 3% of secondary males said they gambled every day, 8% gambled at least once a week.
- Of the secondary students who said they gambled 67% said they paid online or using a smartphone.



Note: 46 students did not answer this question

Source: HRBQ 2023/23



Tony Kelly, CEO Red Card presenting at a secondary school in Haringey on gambling harms

- **Red Card** led by their CEO, Tony Kelly and team have delivered 8 workshops on workshops covering gambling, gambling within gaming and their harms to secondary schools and youth hubs within Haringey.
- For many, this is the first-time teachers and other school staff have gained an understanding of gambling within gaming including 'skins gambling' and 'loot boxes' and students understand the implications.
- The learning from this will help further develop the work with teachers and parents.
- All schools leads and students evaluated this very highly and ensured high level of student engagement is consistent across all schools and youth venues.

Comments from young people

- ❖ *"I understand a lot more on how gambling can affect families".*
- ❖ *"Really engaged with all students was very brill".*
- ❖ *"More detail about tools available to limit gambling and have contacts for assistance with gambling somewhere more accessible".*
- ❖ *"The session was quite informative, and I had learned more than I previously knew".*
- ❖ *"I understand now how easily it is to fall into severe gambling habit and how to avoid this".*

Comment from Youth Hub Practitioner

The young people who attended all came out of the workshop with information that they previously had no idea about it. In the past, young people have left workshops complaining stating "how boring" or feeling that their involvement was minimal to none, describing a lack of interaction. This was the complete opposite; they eagerly described the possible outcomes of gambling and the negative effects on those we love and care for. In a short space of time, they got an understanding of how gambling can spiral out of control effecting mental, physical, and emotional health.

The turnout, level of interaction and takeaway knowledge for the young people certainly made this a successful workshop, in addition to the young people both enjoying and engaging with the workshop so highly. Our youth staff member who attended also spoke highlight of the workshop and certainly via feedback from the young people was also very engaged.

Strengthening Partnerships

Haringey Gambling Harms Reduction Partnership: GP Federation & Training Hub, NCL ICB, Public Health & GamCare

Sharing & providing data & evidence: Made Possible by working with: Haringey' Business Intelligence Unit, Licensing, Public Health's Knowledge Management Specialist, Public Health Intelligence (Islington), GamCare, Social Care led by a Public Health Registrar,

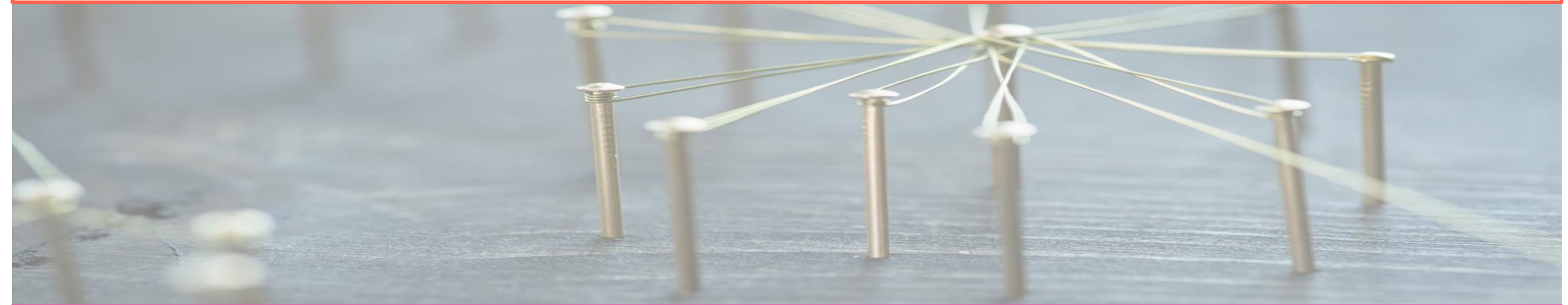
CREATE RESEARCH – ACTION RESEARCH

Developing GHR Programme within our NCL Boundaries & others
Local Authority: Barnet, Enfield, Camden, Islington and Hackney

- **Expert Partners** – Greater Manchester and Yorkshire & Humber Gambling Harms Programmes, OHID, GLA, ADPH Lead For Gambling, Gambling Commission, Universities, Key Individuals
- **Licensing & Planning Advice & Sounding Boards**– Local Authorities: Enfield, Camden, Islington, Barking & Dagenham, Tower Hamlets & Liverpool
- **Network Meetings & Trainings** also creating links with HR departments, learning & development, other organisations, people with Lived Experience & Affected Others, Cost of Living Crisis Groups, Safeguarding

Communications

- Communication Plan, working closely with our Communications team and partner agency communications to raise awareness to residents and professionals improve assessment, signposting, referral and access treatment
- New Health Champions in place within priority ethnic groups.
- Chief Medical Officer [Annual Report 2024 Health in Cities](#) Page 152



Strategy & Policy Development

- New Haringey Local Plan in development and strengthening reduction of gambling harms
- New Haringey Health & Wellbeing Strategy in Development
- Haringey Corporate Development Plan
- New Drug, Alcohol & **Gambling** Policy for council staff

Improving Data & Evidence

- We responded to all main White Paper on Gambling White Paper Consultations
- Gambling Harms Joint Strategic Needs Assessment
- Working with Licensing on new Gambling Policy and Local Profile & Needs Assessment

Three High Roads on Walkabout – Two in the East of the borough & One in the West



RECOMMENDATIONS

- More research is needed into the 'free bets' and 'exclusivity' aspects of gambling advertising = harmful advertising.
- National Lottery was seen as the most pervasive form of gambling advertising
- Link study with SHEU data to gain more insight young people's gaming and gambling behaviour in the West vs East of the borough
- Will be replicated in other boroughs

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Importance to build local intelligence

Overcoming the Challenges

While there are resource challenges (both human and financial), we did not make this the reason why we could not start

- Using the **Health in All Policies Approach** was an appropriate method
- An effective team
- Strong, enthusiastic partnerships
- Committed leadership across organisations
- Coproduction, input and trust from the community, stakeholders, people with lived experience and affected others.



This programme would not have accelerated at this level, if we had not utilised:

- Graduate Scheme - (1st year of the programme and gave the programme a great kickstart)
- Budget to recruit a part-time Project Support Worker,
- Utilised Foundation Year 2 doctors to Registrars, University Students and GP Trainees on placement to take on defined pieces of work – relating to their experience, the competencies they have to achieve and the length of time of their placement.

Need to develop a targeted approach to reach and treat different groups

Continual improvement and reach across the system

- HiAP Approach has been very effective in building partnerships
- provided more confidence in that it builds into the existing systems and structures, slower in pace to externally funded programme, but its sustainability is more certain
- included in refresh or development of strategies eg corporate, health & wellbeing suicide, mental health, VAWGs and Local Plan
- building local intelligence and use it in policies eg Statement of Licensing and Local Needs Assessment
- When relevant commissioned services are due to be renewed; gambling harms included the data collection and delivery
- delivered a range of access to support services helpline, clinics, peer groups
- improve knowledge and understanding e.g. presentations, webinars and training across a wide range of services and partnerships



Through all this, the programme achieves a ripple effect:

- promoting a culture of knowledge & understanding,
- reducing stigma,
- opening access for people who would not normally seek help
- prevents homelessness, rent arrears, child poverty
- helps to foster resilience and trust within communities and through co-production
- Gambling Harms Network events and engagement

Ultimately, it contributes to the overall health and well-being of our residents.

2024 - 2026 Some of our work priorities

- New data through on Gambling/Gaming Harms from Haringey School Health Behaviour Survey 2024 - complete
- Extend our work with a range of service providers e.g. GamLEARN, GamCare and Red Card - complete
- Implement key recommendations from residents' focus groups e.g. the community media campaign – commenced – ongoing
- Training 50+ GP trainees via [London Primary Care Gambling Harms service](#) in January 2024
- Analyse and decide on the recommendations from our Haringey High Street Gambling Advertising report – February 2025
- Publish joint strategic needs assessment on gambling harms so that we can use that to influence policy such as the Local Plan, services, strategic decision-making and regeneration.- February 2025
- Implement the NICE Guidelines within Primary Care and NHS once published TBC 2025
- Work with Licensing on new Gambling Policy & Local Profile & Needs Assessment
- Strengthen our new Local Plan (publishing 2026)

Our programme is transforming the lives of our residents, service users and young people by addressing gambling harms comprehensively.

We are waiting to see the outcome of the

Gambling White Paper inc – to see the decision being made of the residents Gambling Levy and its impacts nationally and locally, more funding towards enforcement teams and ,licensing teams

For further information contact:

Marlene D'Aguilar

Health in All Policies Strategic Lead

Public Health

Haringey Council

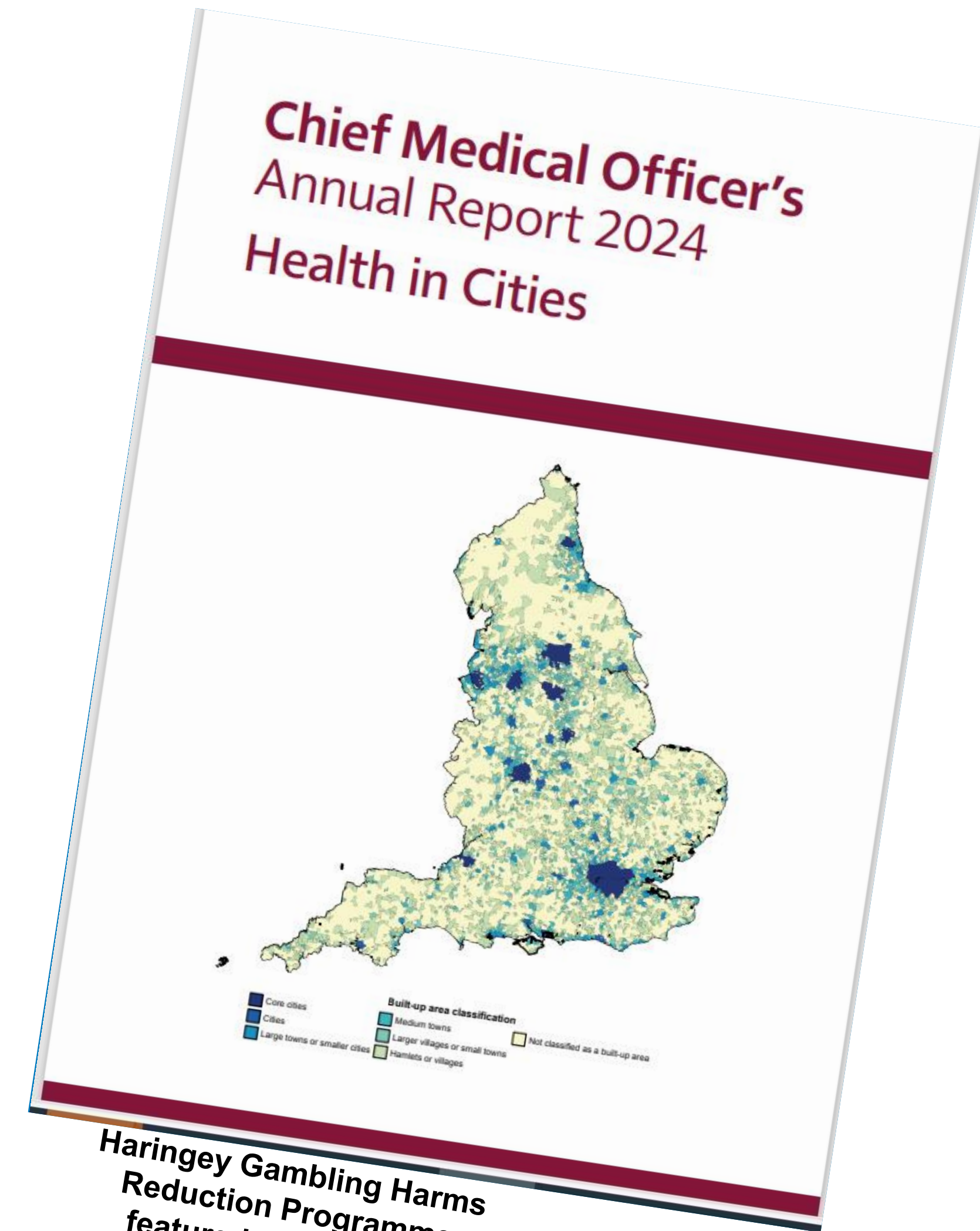
marlene.daguilar@haringey.gov.uk

National Gambling Helpline on 0808 8020 133

or [chat online](#)

[Help for problems with gambling - NHS](#)

www.nhs.uk



Haringey Gambling Harms
Reduction Programme
featured on **page 152**

Gambling Related Harms

Scrutiny panel

Licensing

Phil Bates/Ian McGuinness



SOUTHAMPTON
CITY COUNCIL

1

Overview of Gambling Premises in Southampton

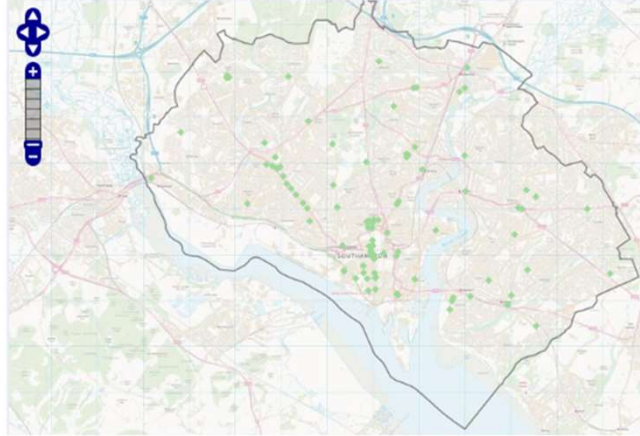
Adult Gaming Centres (Arcades)	9
Alcohol Licensed premises (ALP) permits (over 2 machines)	27
ALP notifications (up to 2 machines)	70
Betting premises (Bookies)	24
Bingo Club premises	4
Casinos	3
Club Gaming Permits (also allows poker to be played with few limits)	3
Club Machine Permit (As per gaming permit but with more restrictions)	8
Family Entertainment Centres (Arcades with low level machines children allowed to use, think of seaside arcades)	1
Small Society Lotteries (Charitable, limited to £20K or no more than £250K in a year for multiples draws)	50



SOUTHAMPTON
CITY COUNCIL

2

Map of Licensed Gambling in Southampton



3

Regulating Gambling

- **Gambling Commission guidance on enforcement is “Ensure compliance.”**
- **Different approaches are required depending on the type of activity.**
- **Applications are carefully examined to ensure compliant.**
- **Very few complaints, only one in 2024 which was not founded**
- **2013/14 worked with Gambling Commission to stop unlawful poker on premises in city and other areas in the region.**
- **2017 work in Eastleigh unearthed an illegal lottery in a pub that had a jackpot of over £10,000. Sent messages to venues at risk of this and conduct compliance visits. This continues to be an issue we come across but no repeat offenders or on the scale seen in Eastleigh.**
- **2021 to 2024 lead nationally on combatting underage use of gaming machines in pubs.**
- **Premises inspections carried out**

4

Statement of Licensing Principles

- Latest document increases influence of Public Health
- Identifies and re-emphasises areas of risk for operators
- Working with Public Health and partners on identifying areas where there is gambling harm within the city.



5

Summary

Gambling is a source of entertainment that has risks

Southampton has a strong history of obtaining compliance

We currently have no information to support illegal gambling activity is taking place.

When we have found illegal activity, it is nearly always out of ignorance and resolved quickly

A significant proportion of the population enjoy gambling safely

We need to maintain a balanced approach to gambling, too slack and problems will occur. Too strict will drive gambling to areas where there is less or no control.

We need to improve how we obtain data on problem gambling within the city

Intention to work closer with venues on identifying risks and highlighting support services.



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Southampton and its surrounding estates and suburbs have always had a high presence of gambling premises.

From bookmakers, adult gaming/arcades, shops selling lottery tickets and scratchcards, bingo halls, casinos and public houses with fruit machines, it is easy to see that the ability to gamble, or be surrounded by gambling in a city the size of Southampton is without doubt inevitable. And, with online gambling, one of the most common and popular ways to gamble, you are able to have a casino in your living room, gambling has never had such a dominant presence.

Over the 25 years that I gambled in and around Southampton the landscape has differed from time to time with more bookmakers visible from 2004 until 2019 when fixed odds betting terminals dominated bookmakers and became commonly known as the crack cocaine of gambling.

When the ability to stake £100 a spin, then reduced down to £50 was removed from these premises due to the extremely harmful nature of this type of gambling, and a £2 cap was put in place bookmakers began to close many shops uk wide.

But there are still many bookmakers in Southampton and its surrounding area. For instance three in Totton, two in Hedge End, four in Shirley, Portswood has three, Woolston 2, and there are lots in Southampton Central.

But many of the shops on the estates have closed, for instance Corals on Windermere Avenue Millbrook, Ladbrokes on Rownhams Road, Coral in Fair Oak, Ladbrokes in Sholing, and many more, all due to FOBT machines not making those shops the profit that were before being capped.

My concern since then is the rise in arcades/adult gaming premises opening up in Southampton. They operate identical machines to the ones used in bookmakers, capped at £2 stakes but with identical slots to bookmakers with £500 top prizes.

These slot machines can still take hundreds of pounds off a player quickly so they're a very addictive and Powerful gambling type.

The first ever arcade I used to play fruit machines on which is in Shirley high street is still there nearly 40 years since I first gambled there, so gambling premises aren't going anywhere.

The biggest issue for me is the actual framework within all gambling premises to protect customers from gambling harm. And not just vulnerable customers who are already addicted to gambling but every single person who enters their premises.

The need to verify identity, age check, financial checks should all be in place from day one as it is still too easy to allow somebody to literally spend hundreds or thousands of pounds before checks are made to consider whether this customer should be restricted or prevented from playing.

Gambling should be a fun as a trip to the cinema, bowling or perhaps the theatre, and not a trip into a world where the mental health of that person who leaves a gambling shop feeling anxious, upset, possibly even suicidal because they have lost all their money, but the protection for customers still isn't there.

Feedback from within the lived experience community is that some operators are more robust in checking in with customers, identifying and excluding customers and carrying out financial checks on regular punters, but this seems to be the exception.

I was invited to Admiral Casinos safer gambling convention in Leeds in October 2023 and my argument that is that there is no such phrase within their sector or gambling due to their lack of customer care and responsibility.

I do of course accept if somebody goes for a day at the races and placing a few bets is just part of a day out, or placing a few regular affordable bets each Saturday at the bookies can be fun and harmless, but too many people go way beyond that and are not stopped.

So , in summary if there were fewer premises, and all existing premises were checked regularly to ensure that they are following their code of conduct and policies to protect customers from gambling harm, it would make a difference in Southampton.

Many thanks

Bryan Dimmick

Southampton Resident

Lived experience of gambling harm.